

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application. In this listing of claims, claims 1, 2, 4 and 6 have been amended. Claims 3 and 7 have been deleted. Claims 8-11 have been added. Accordingly, there are currently 9 claims pending in this application.

Listing of Claims

Claim 1. (Amended) A method ~~for managing display rights~~ of assigning a title to a transportation means, the method comprising the steps of:

- a) acquiring ~~said~~ display rights for said transportation means ~~from an operating company wherein~~ said display rights comprise the right to associate a title with a transportation means;
- b) assigning said display rights to a client; and
- c) ~~distributing any compensation from said client for said display rights~~ associating a client selected title with the transportation means.

Claim 2. (Amended) The method of claim 1, wherein ~~acquiring said~~ the display rights further comprise the right to place a display on the said transportation means.

Claim 3. (Cancelled)

Claim 4. (Amended) The method of claim 1, wherein ~~said~~ the assigned display rights may be viewed on a website.

Claim 5. (Original) The method of claim 1, wherein said display rights may be assigned by an auction.

Claim 6. (Amended) The method of claim 1, further comprising the steps of

- c) receiving a travel itinerary ~~from an operating company~~;
- d) maintaining a website containing said the travel itinerary;
- e) allowing client access to said travel itinerary to track said transportation means

Claim 7. (Cancelled)

Claim 8. (New) The method of claim 1, wherein the title may adorn the transportation means.

Claim 9 (New) The method of claim 1, wherein the title is used as a name of the transportation means.

Claim 10 (New) A computer implemented method of assigning rights associated with a transportation means, the method comprising the steps of:

listing transportation means that have display rights available for acquisition wherein the display rights comprise the right to place a display on the transportation means or to associate the transportation means with a title;

receiving one or more offers for the display rights associated with the transportation means; and

selecting an offer for the display rights and assigning the display rights to a client.

Claim 11 (New) The computer implemented method of claim 10, wherein the step of receiving offers for the display rights is accomplished through an online auction.